

OBESITY PREVENTION PROGRAM
Arizona Department of Health Services
FAMILY/COMMUNITY WORKGROUP OBJECTIVES AND STRATEGIES

ASSUMPTIONS:

In developing strategies for the state plan, several components were addressed which the group agreed must be present *throughout* the plan and are implied in *each* of the Family/Community goals. These are:

1. Link to existing websites as resources for providers with community specific information about state, community, and federal programs and provide online access to this information.
2. Coordinate leadership such as Governor's Council On Physical Activity, Healthy Arizona 2010, and Action for Healthy Kids, etc. to promote shared goals throughout the plan that address/plan for/incorporate sustainability should be overarching goals. To include:
 - Creation of a Secretary of Physical Activity and Nutrition position to lead the charge.
 - Recruitment of Health Advocate role models in highly visible leadership positions who can influence business and industry

3. All media messages should be consistent and recognizable and sensitive to the Intergenerational and cross-cultural needs of Arizonans, including those with special health care needs.

OBJECTIVE #1

To promote and encourage all Arizona communities to make healthy lifestyle choices.

Strategy A:

To deliver a social marketing campaign to the public about preventive measures that can be taken to prevent obesity and to saturate communities with culturally sensitive and intergenerational media messages promoting active living and healthy lifestyles.

Action Steps:

- Develop a campaign that has a state wide focus for the common messages, e.g., promote 5 fruits and vegetables, 2 or less hours of screen time, 60 minutes physical activity per day, portion control, focusing on simple message identifying what is healthy. (use existing data)
- Work with all local media to promote healthy living. (Bill boards, radio, print, school media, business newsletters)

- Market programs already in existence in communities dealing with active living and healthy lifestyles using a unified social marketing message (slogans).
- Promote use of mass transit (people have to walk from light rail stop to home and work) and promote Physical Activity and other public messages at promoting Physical Activity and other public messages at public mass transportation stops including the vehicle itself.
- Ask the television businesses for incentives, free airtime promoting physical activity and healthy lifestyles.
- Use Public Service Announcements for reducing inactive screen time.
- Partner with Faith Community to provide weekly promotion of messages.
- Designate and empower influential leaders in the community to become experts and advocates for nutrition and obesity prevention.
- Encourage local businesses to promote walking programs and provide financial assistance for incentives

Target Audience:

- Residents of Arizona
- Schools
- Family
- Expecting Parents

Organizations for partnership:

- Arizona Parks and Recreation
- Volunteer Health Associations (AzDA, AHA, ACS...)
- Tribal Diabetes Programs
- Government (DES, ADHS, ADOT, ADE)
- Medical and Allied Health Professional Organizations
- Media Organizations
- Healthy city initiatives (Avondale, Scottsdale, Tucson, etc.)
- America on the Move
- Restaurant Association
- State Universities, tribal colleges
- Think Tanks (ie. St. Lukes...)
- Cooperative Extension
- All tribes
- Inter-tribal Community Association
- Agencies which target Developmentally Disabled individuals
- Health Clubs/Spas
- ITCA
- Safe Routes to School
- Neighborhood Associations, walking groups
- Libraries

- Elders, seniors, grandparents
- WIC

Strategy B:

Increase social awareness of breastfeeding and its benefits to make it more socially acceptable and remove constraints that prevent exclusive use of breast milk.

Action Steps:

- Develop a cross-cultural media campaign to educate moms regarding health/economic benefits for mom and baby and acceptability of breast feeding
- Provide peer counseling in communities throughout the state.
- Support and market 24 hour hot line for “BF” consultation (support/market);
- Increase availability of breast pumps – corporate sponsorships, DES, WIC, workplace reduced prices.
- Promote policies that recommend accommodations for breastfeeding at work sites and public places
- Include in school health curriculum at age appropriate level.
- Educate health care providers on the importance of hospital bonding “Early and Often” and include breastfeeding education/videos in all prenatal education and childbirth classes.
- Increase hospital contacts to promote hospital breast feeding options
 - Increase the number of IBCLC or CBC’s and provide financial support for training
 - Hospital policy to encourage and teach BF to new mothers
 - Encourage La Leche League support groups
 - More training for nurses and health care workers on advantages of breastfeeding

Target Audience:

- Women of childbearing age
- Health care providers/facilities
- Employers
- Established community/parenting groups.
- Family
- Schools
- Residents of Arizona
- Faith-based communities
- Hospitals

Organizations for partnership:

- Ad Council
- Media
- Indian Health Services

- Az Nurses Association
- NAACOG – Nurses Association of the American College of Obstetricians and Gynecologist
- Planned Parenthood
- Chamber of Commerce
- State Legislature
- Local tribal leadership
- Phoenix Children’s Hospital – Healthy Steps Program
- La Leche League, Lactation consultants, CALCA
- Arizona Head Start
- WIC
- AzDA
- ADE
- WELCOA
- LATCH-AZ
- March of Dimes

Strategy C:

Actively educate and promote healthy eating behaviors that will enhance healthy weight through community campaigns.

Action Steps:

- Increase access to and consumption of fruits and vegetables through the promotion of community gardens, food banks, WIC , Arizona Farmer’s Market Nutrition Program, Food Stamps Gleaning Program..
- Educate consumers on healthy choices utilizing schools, fast food, supermarkets 5-A-Day/portion sizes using portion size plates as a tool
- Encourage Family Meals by teaching WIC clients cooking skills, supermarket demonstrations, encouraging turning off the T.V. at dinner and encouraging conscious eating
- Promote healthy eating in Senior centers
- Partner with supermarkets/restaurants to educate them to educate the public.
- Promote promising practices that show impact.
 - Budget and finance training/help to help families re-direct money for more nutritious foods
 - Change marketing strategy of 5 a day to men

Target Audience:

- Schools
- Day Care

- Worksite
- Low-income populations
- Families
- Seniors
- Pediatricians

Organizations:

- Prison system – community service
- Community food banks
- Cooperative Extension
- Vending/supplies
- Health Departments
- DES
- Headstart
- All tribal entities
- Faith based groups
- Parks and Recreation
- Community Nutrition Program and Arizona Nutrition Network
- Grocery stores
- Media
- Restaurants
- Schools, Daycare centers
- Fitness centers
- AARP
- Community Event Planners
- Public Libraries
- Maternal and Child Health Programs
- Local Culinary Schools and Chefs
- Male oriented service organizations

Strategy D:

Partner with community groups to advocate for physical activity and nutrition awareness for children with special needs.

Action Steps:

- Educate groups on obesity issue and supporting information
- Develop messages for this group
- Disseminate information to these groups for publication and advocacy

Target audience:

- Schools
- Parents
- Individuals with special health care needs
- Health Care providers

- Communities
- Faith communities
- Service and support Coordinators

Organizations for participation included:

- ADHS, OCSHCN, Obesity Prevention Program
- Physical Therapists
- Occupational Therapists
- Special Olympics
- Adapted PE teachers, coaches, etc.

OBJECTIVE #2

Integrate a culture of activity throughout the community.

Strategy A:

Encourage residents to set aside time for conscious daily activity and build physical activity into daily routine, using tools for motivation.

Action Steps:

- Create statewide activity program that would be community-based with an emphasis on promoting lifetime activity.
- As a part of overall media outreach campaign, educate on why daily Physical Activity is important and what counts a physical activity
- Create space in the capitol mall area indoors for physical activity for State Employees; work with legislators, ADOA, and Risk Management; Have Governor lead off an Arizona State Workout Day
- Schedule/Promote fun run/walk events
- Increase use of school, community center facilities, etc. for community use – classes.
- Partner with law enforcement to increase levels of safety in communities
- Incorporate family physical activity opportunities into and facilitate transportation to and from community physical activity events/locations community events/fairs.
- Utilize community garden for family physical activity.
- Market/advertise existing resources and current free/low cost physical activity programs.
- Embrace technology to promote physical activity

Target Audience:

- Residents of Arizona

Organizations to consider for partnerships:

- Law enforcement
- Community based organizations (Parks & Recreation, YMCA, Boys & Girls Clubs etc.),

- Community Gardens
- State/County Health Departments, county Extension Office
- Business (local) and insurance industry
- Faith-Based organizations
- ADE. Districts, administrators
- Professional sports teams
- Elected officials
- Develops, city planners
- IHS Health Promotion Programs
- Media

Strategy B:

Utilize existing Community Education resources as a vehicle for communicating the healthy weight/physical activity message.

Action Steps:

- Incorporate teaching of healthy behaviors into mandated and voluntary community parenting classes.
- Partner with Faith Community to provide weekly promotion of messages.
- Utilize an expert who would be willing to do health/media literacy – incorporate this idea into consumer education.
- Teach healthy behaviors using Tobacco Programs for kids (ex: Nogales)
- Use neighborhood Associations, Block watch and Parks and Recreation to reach message to families.
- Partner with gyms/fitness centers to decrease membership fees to be more affordable to everyone

Target Audience:

- Parks and Recreation
- Neighborhood Block Watch
- Arizona Residents
- Restaurants
- Arizona Chefs Association
- Faith Based Communities

Organizations for partnership:

- Parks and Recreation
- Neighborhood Block Watch
- Arizona Residents
- Restaurants
- Arizona Chefs Association
- Faith Based Communities
- Professional Medical Associations
- Community Health Centers

- TEPP
- Professional Sports Teams
- Governor's Council on Health and Physical Activity
- Maternal and Child Health Programs
- University Extension Co-ops